



press release

Standard Chartered hands Liverpool FC shirt sponsorship spot to Seeing is Believing

Standard Chartered swaps Liverpool FC shirt sponsorship logo at tonight's Chelsea match to raise awareness for avoidable blindness initiative

London/Liverpool, 8th May 2012 – In a rare move, Standard Chartered, the main sponsor of Liverpool FC, will replace its logo on the team's home shirts with the logo of Seeing is Believing, its global charitable initiative aimed at tackling avoidable blindness.

Seeing is Believing will gain international exposure as Liverpool FC wear the limited edition shirts when they play Chelsea, in their final home game of the English Premier League season.

This will be the first time that Liverpool FC has displayed the logo of a charitable initiative on the front of the team's iconic red shirt. The limited edition shirts will be signed by the Liverpool players after the match and offered to fans across Standard Chartered's international network to raise money for Seeing is Believing. Every dollar raised will be matched by the Bank.

"The Liverpool-Chelsea game will be viewed by millions globally, making this a great opportunity to raise awareness of Seeing is Believing and avoidable blindness," said Richard Meddings, Group Finance Director at Standard Chartered and Chairman of Seeing is Believing. "When we began our sponsorship, we knew that Standard Chartered and Liverpool FC would be a perfect match, but now Seeing is Believing and Liverpool FC are proving to be the perfect match too. All money raised through the shirts will go directly to delivering eye care projects in underprivileged communities.

Through simple treatments and affordable surgeries, we can transform the lives of both children and adults, improving not just the lives of those treated but the lives of their families too.”

There are 39 million blind people worldwide, yet in eight out of ten cases, blindness can be prevented or treated. The majority of avoidable blindness – 90 per cent of cases – occurs in the developing world affecting economic productivity in communities where Standard Chartered operates. As one of the most cost-effective health interventions (cataract operations cost as little as USD30), tackling avoidable blindness was identified as an issue where Standard Chartered could make a clear impact.

Since becoming official shirt sponsor of Liverpool FC, Standard Chartered has partnered with the Club to raise awareness of Seeing is Believing and the issues of avoidable blindness and visual impairment. Both worked together to promote World Sight Day last year, and have organised soccer clinics for visually impaired children across the Bank’s markets in Asia Africa and the Middle East, as well as special half-time activities for visually impaired children from Liverpool.

Ian Ayre, Liverpool Managing Director, added: “Seeing is Believing is a fantastic cause and we are delighted to be using the LFC home shirt tonight to raise awareness for this initiative. Alongside Standard Chartered, we too want to encourage fans across the world to learn about Seeing is Believing’s efforts and hopefully make a donation.”

After the match fans will be able to bid for one of the limited edition shirts at www.ebay.co.uk/perfectmatch.



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For further information, please contact:

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Notes to Editors:

Standard Chartered's sponsorship of Liverpool FC

On 14th September 2009, Liverpool FC and Standard Chartered Bank announced a four-year deal in which the Bank became the Club's main sponsor. The agreement, which began in July 2010 and runs through to the end of the 2013-14 season, sees Standard Chartered's name and logo appear on the Liverpool FC shirt. This is the largest commercial agreement in the Club's history. As official club sponsors, Standard Chartered enjoy a major rights package which provides a platform to significantly step up the Bank's brand awareness across its core markets in Asia, Africa and the Middle East.

Seeing is Believing

Seeing is Believing is a global initiative to help tackle avoidable blindness, and is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB). IAPB is the leading umbrella organisation for non-governmental organisations working in the field of eye-care. Together with the World Health Organisation, it launched the 'Vision 2020 – The Right to Sight', a global campaign to eliminate avoidable blindness by 2020. To date, Seeing is Believing has raised over USD45 million for blindness initiatives and plans to raise a further USD55 million by 2020. Seeing is Believing is the single largest contributor to the development of Vision 2020 programmes through IAPB. As part of the Seeing is Believing programme, Standard Chartered pledges to match all donations until the target of USD100 million is reached.

www.seeingisbelieving.org

Standard Chartered – leading the way in Asia, Africa and the Middle East

Standard Chartered is a leading international banking group. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 90 per cent of its profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 70 markets, the Group offers exciting and challenging international career opportunities for nearly 87,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

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